

Miriam Lens

From: Javier Gonzalez <jgonzalez@calrest.org>
Sent: Sunday, June 16, 2013 8:25 PM
To: Michael Sweeney; Marvin Peixoto; Barbara Halliday; Greg Jones; Al Mendall; Francisco Zermeno; Mark Salinas
Cc: CityClerk; City Manager; David Rizk
Subject: California Restaurant Association Support Letter
Attachments: 20130618_Happy Hour_Hayward.pdf

Dear Honorable Mayor and Councilmembers:

On behalf of our members in the city of Hayward, please see the attached letter of support for the extension of the temporary revisions to the Alcohol Outlet Regulations to allow on a trial basis Happy Hour from 4 p.m. to 9 p.m. and music until midnight.

If you have questions, please contact me at 408.416.6344 or jgonzalez@calrest.org.

Sincerely,

Javier M. Gonzalez

Javier M. González
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California Restaurant Association
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Membership matters.

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June 16, 2013

Honorable Mayor and Councilmembers
City of Hayward
777 B Street
Hayward, CA 94541

DELIVERED
VIA EMAIL

Re: Full-Service Restaurants, Additional Extension to December 26, 2013 of
Temporary Revisions to the Alcohol Beverage Outlet Regulations to
Allow on a Trial Basis Happy Hours from 4 p.m. to 9 p.m. and Music until
Midnight

Dear Honorable Mayor and Councilmembers:

The California Restaurant Association (CRA) is the definitive voice of the food service industry in California and is the oldest restaurant trade association in the nation. On behalf of our restaurant members in the city of Hayward, we submit this letter supporting city staff's recommendation for an additional extension to December 26, 2013 of temporary revisions to the Alcohol Outlet Regulations to allow on a trial basis Happy Hour from 4 p.m. to 9 p.m. and music until midnight.

The restaurant industry is an extremely competitive business sector with a significant number of restaurants shuttering their doors in the first ten years. In addition, the Great Recession economic downturn forced many restaurant owners to make operational decisions or close the doors due to a major drop in consumer spending making it challenging to operate a business with razor-thin profit margins. The average profit margin before taxes is between four and six percent for limited service restaurants and about 3 percent for full service restaurants.

Providing regulatory relief for these businesses is essential to creating a vibrant city and attracting new businesses, such as full-service restaurants. During the pilot program, several full-service restaurants in Hayward experienced an increase in customers, which created additional staffing needs and greater employment opportunities. To help build upon these positive effects that full-service restaurants have experienced, creating an environment in which full-service restaurants can succeed and remain competitive not

only with other eating establishments in Hayward, but also other restaurants in nearby cities, changing the Alcohol Outlet Regulations is absolutely critical.

The CRA and the Hayward Chamber of Commerce have recently began working together on this issue and have met with Mr. David Rizk and Ms. Lori Taylor on this matter, which was both positive and encouraging. We hope that a proposed ordinance to revise the existing regulations will be encouraging and attract additional full-service restaurants to your city. We look forward to working with the City Council and city staff to draft an ordinance that truly creates a positive environment in which full-service restaurants can thrive.

Thank you for your support on this issue. We strongly urge you to support city staff's recommendation to extend the temporary revisions to the regulations that permits full-service restaurants to have Happy Hour and music at their establishments.

Should you have any questions, please contact me at 408.416.6344 or jgonzalez@calrest.org.

Sincerely,

A handwritten signature in black ink, appearing to read "Javier González", with a stylized flourish at the end.

Javier González
Director, Local Government Affairs
Government Affairs + Public Policy
California Restaurant Association

Cc: Fran David, City Manager
Miriam Lens, City Clerk
David Rizk, Director of Development